

Dear Resident,

I'm one of the organisers of the Winterville event that's proposed to take place in Victoria Park this December.

We have noted that you've expressed some concerns regarding our premises licence application for the event and thought it would be a good idea to introduce ourselves and give some extra information regarding the proposed event. There has been some misinformation on social media and in the press regarding the event that we'd like to put to rest.

We would appreciate the chance to discuss the event with you personally to see if your concerns can be satisfied and see if you can join us in supporting the event. Could we perhaps organise a quick chat on the phone or in person if possible? We are all local residents (I enjoy walking my dog Jackson in Victoria Park most mornings!) and want to make sure that local residents' concerns are addressed. My contact details are at the foot of this letter.

On that note here's some extra information that I hope will put your mind at ease regarding some aspects of the proposed event:

Planning:

Firstly, may I assure you that the proposed event has been carefully planned over a period of many months. We have engaged a number of specialist contractors to work with us at the event and we have consulted fully with the statutory authorities and agencies before submitting our premises licence application.

Residents:

Entrance to the site is free and there are a number of activities which are free of charge. We are also running a number of local resident discounts for the event including £5 ice rink tickets for local residents and £4.50 tickets for local school groups, as well as discounts for the pantomime, roller disco etc. This is a conscious effort to give something back to our local community.

Scale & content:

We have noted that there have been a number of comparisons between our event and the summer music festivals that take place in the park. To put our licence application into context it is for a maximum capacity of 4,999 persons, however, due to the nature of the event we envisage no more on-site than around 3,000 at peak times. This is much lower than 30,000 capacity at the summer events. There is a smoother coming and going of attendees predicted at our event, for example, there will be no exit of tens of thousands of attendees at the end of the event when the "headliners" finish. The nature of our event is completely different to the summer festivals that take place on the park.

In terms of content, Winterville will be a family focused event, with the majority of the event being made up of all-age activities such as the ice rink, pantomime, fairground rides and food & beverage offering. The demographic of the attendees will not be similar to the festival audience at the summer events.

The club night content has been flagged as a concern but this needs to be put in context. We propose 3-4 hours of DJ music in the Spiegel (a wood and canvas tent) on Friday & Saturday nights with DJs playing fun, festive party music, to no more than 450 people at a time. We really want to get over the point that we're categorically not talking about thumping techno & house or other hard dance styles that seem to be the impression from some of the comments in social media and we are committed to keeping to this programming. Also we will have stringent noise limits in place so that disturbance is not caused to local residents which I come onto next.

Noise:

We completely understand local residents have concerns about the potential for noise generated from the event to cause disturbance. Therefore, we have consulted and liaised with the noise experts at Tower Hamlets and have agreed to the licence conditions set by the Council to control potential noise disturbance. The permitted noise levels will be monitored throughout our event and set at lower levels than those in the summer. In fact, the experience of our event will be completely different being a much smaller scale event with a lower level of noise output.

Hours:

The maximum hours that the premises can be open to the public is between 10am to 11pm. However, these are not the hours that entertainment and alcohol sales will take place every day. I enclose a Schedule of our proposed opening times throughout the period of the licence and the times that we propose to begin and end the licensable activities.

Local Business:

A concern has been expressed by some local business that they may be adversely affected by the proposed "market" at the event. We have addressed this by inviting these local business to join our market on site.

Park use:

There's unfortunately been a couple of bits of press coverage quoting that the event will be taking over the whole of Victoria Park. To make clear the event space will be contained within the Lido Field area of the park and will not interfere with any of the main paths & routes within the park, leaving residents and normal park users free to enjoy the majority of the space as normal. Please see attached for a view of where the event will be sited within the park on the lido field area.

Audience & behaviour:

This is a family focused event. While young adults and those looking to have fun naturally will attend, given the content and the style of event we would really like to get over that this event is not properly comparable to the events that take place in Victoria Park in the summer. Our ambition is resolutely to create a festive event for truly mixed ages that everyone will feel welcome to attend.

Looking after the park:

There have been some worries about looking after the fabric of the park. We as the organisers are taking great care to install good ground protection throughout the site to stop potential damage to the field. We take our responsibility to the park very seriously.

Litter Collection:

This has been planned for and will be managed with our own litter pick team. The areas to be covered will be agreed with the Council.

Transport Arrangements:

From the outset we have identified that public transport should be used to and from the site and that there is no public parking available. This message is clear on all publicity for example, our website, information sheets, the Council website etc. We will publicise all forms of public transport available.

Egress:

Again, this has been planned, with the authorities. Egress from the site will not be comparable to the audience leaving summer festivals, our maximum capacity is less than 1/6th of that which attends the summer festivals. Nevertheless, our security team will manage the exit of customers from the park.

Crime Reduction:

A full Crime Reduction plan has been developed in conjunction with all the responsible authorities including the Metropolitan Police Service which has approved our plans for Crime Reduction and Management at the event.

Resident's Hotline:

A Hotline number for local residents will be publicised and circulated before our event so that any issues or concerns can be notified to us and dealt with immediately. It will be available throughout the event.

We hope that this puts some of your concerns at ease, and as discussed we'd very much like to make contact with you in the coming days regarding the event. We hope to hear from you soon.

Regards

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